

MINUTES OF THE
MARICOPA ASSOCIATION OF GOVERNMENTS
INFORMATION CENTER BOARD OF DIRECTORS MEETING
February 9, 2004
MAG Offices
302 North 1st Avenue, Phoenix, Arizona

MEMBERS ATTENDING

Mayor Wendy Feldman-Kerr Queen Creek,
Chair
Mayor Keno Hawker, Vice Chair, Mesa
Mayor John Keegan, Peoria, Treasurer

Mayor Mary Manross, Scottsdale
Mayor Joan Shafer, Surprise
Mayor Woody Thomas, Litchfield Park

* Not present

1. Call to Order

The Maricopa Association of Governments Information Center (MAGIC) meeting was called to order by Chair Wendy Feldman-Kerr at 12:08 p.m.

2. Call to the Audience

Chair Feldman-Kerr noted that according to MAG's public comment process, members of the audience who wish to speak are requested to fill out the public comment cards. She stated that there is a three minute time limit. Public comment is provided at the beginning of the meeting for items that are not on the agenda that are within the jurisdiction of MAG, or non-action agenda items that are on the agenda for discussion or information only.

Chair Feldman-Kerr stated that there were no public comment cards received.

3. Maricopa Association of Governments Information Center Update

Ms. Rita Walton stated that MAGIC was formed in 1998 to utilize existing data and information more effectively, to provide quality data and information designed to enhance decision-making activities and to provide customized formatting and additional analysis of this information for a fee. She noted that MAGIC is a separate entity that uses MAG staff as MAG priorities allow, and revenues are reinvested into MAGIC and MAG.

Ms. Walton reviewed some of the major activities of MAGIC to date. MAGIC worked on a project for Citizens Utilities that reevaluated population and employment projections and one for the Department of Commerce that helped to identified preservation areas. MAGIC has also done work for the Greater Phoenix Economic Council and the Tempe Elementary School District She noted that MAGIC also worked with the Maricopa County College District to create a planning dataset and presentation report, and with the Regional Public Transportation Authority to do some

modeling in the light rail corridor. Ms. Walton then identified the FY 2004 activities that were either completed or underway at MAGIC. She noted that non profits have been provided with maps that include Census data that will be helpful to them. Ms. Walton stated that the Central Arizona Project (CAP) was the biggest project last year, which analyzed projected data at CAP's geographic units. She also noted that MAGIC assisted the Boys and Girls Club, the First National Bank and Western International University on site analysis using primarily Census data and based on their selected criteria.

Ms. Walton reviewed the FY 2004 and possible FY 2005 activities to come. Those projects include the continuation of the Central Arizona Project to provide GIS and technical support at an estimated \$70,000 and possibly using an intern for the First National Bank of Arizona and an analysis of Census data for Clark County, Nevada. Mr. Smith stated that meeting member agencies needs comes first. Chair Feldman-Kerr asked how much time MAGIC takes away from regular MAG work. Ms. Walton responded that MAG work comes first and that it does not take any time away from MAG work. She noted that staff enjoys this type of work and uses data already available or creates data that could be used in the future. Chair Feldman-Kerr then asked where the \$70,000 goes. Ms. Walton responded that money goes to fund additional activities at MAG and also frees up Federal Funds.

Mayor Hawker questioned the idea of working outside the region. Ms. Walton replied that there has been discussions with the Regional Transportation Commission in Vegas and they are very excited about working together. The Executive Committee discussed the costs associated in doing MAGIC projects. Chair Feldman-Kerr requested that MAG check the MAGIC By-Laws and suggested setting criteria as to when MAGIC will go outside the region or state. Mr. Smith noted the project being done with the Pima Association of Governments (PAG). Mayor Hawker expressed concern about possible conflicts of interest between this project and other municipal interests, such as Arizona Municipal Water Users Association (AMWUA) and MAG. Mr. Smith suggested inviting Roger Manning to the next Executive Committee meeting to give a report. Ms. Walton stated that it should not be a problem to wait to sign the contract.

4. Adjournment

There being no further business, Mayor Thomas moved to adjourn the meeting. Mayor Hawker seconded, and the meeting was adjourned at 12:30 p.m.

Chairman

Secretary